

PRELIMINARY AMENDMENT
National Stage Entry Application of PCT/JP03/06986

AMENDMENTS TO THE SPECIFICATION

Please replace the present specification with the attached substitute specification.

No new matter has been introduced. In addition, a marked up version of the specification, showing changes made, is attached for the Examiner's convenience.

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Please delete the present Abstract of the Disclosure and replace it with a new

Abstract as follows:

~~The present invention provides~~ A display apparatus and a display method and an advertisement method using the display apparatus are provided which may realize an innovative image that has never been realized by a hardware structure that is extremely easy and costless and in which an excellent advertisement effect is expected as, for example, a poster advertisement. It is composed of a sequential scanning circuit for signal converting a jump scanning type image signal into a sequential scanning type and a signal turning unit for turning the signal through 90 degrees to make it possible to feed the image signal turned through 90 degrees in real time.